

	Administrative Regulation		Policy #	01-02.01
	Official Use of City Social Media		Effective Date:	6/9/2017
			Revision Date:	N/A
			Owner:	Public Affairs

Purpose:

This regulation outlines the acceptable and non-acceptable use of official Social Media tools at the City of Springfield, while also ensuring compliance with both state and federal law regarding document retention, public records, freedom of expression, and copyright laws.

Scope:

This regulation applies to all City of Springfield departments and employees assigned to use City social media accounts for purposes of communicating official City information to the community.

Policy:

It is the policy of the City to provide consistent messaging and branding in official City of Springfield social media sites. Social media sites are used to engage the community and to provide City of Springfield-related information including emergency response information, events, partnerships, initiatives, community involvement opportunities, jobs, and more. Content should direct the community to the City of Springfield's website and connect with Council goals. See Social Media Guidelines below for additional information on social media purpose and appropriate content.

Procedure:

1. The City of Springfield's primary social media sites are managed by the City Manager's Office (CMO). This includes the day-to-day oversight, managing content development and scheduling, and social media campaigns among other duties. Social media sites created on behalf of the City or City efforts must be approved by CMO before development. Employees authorized to administer a City social media site must provide a password and user name to CMO. All City-approved social media sites will be periodically monitored by CMO to ensure compliance to regulation and policy. Sites found to be out of compliance will be required to make adjustments and may be removed entirely in some cases.
2. Authorized City social media sites must observe the following:
 - 2.1. All City social media sites must follow this Administrative Regulation.

- 2.2. If it's not public information, do not post it. This includes confidential, proprietary, and/or litigation-related information.
- 2.3. Don't get ahead of Council. We want to promote involvement not advocate for a policy decision.
- 2.4. Double-check who you are 'posting as' when you post and make sure personal posts don't cross over. You should only be posting as the City on City social media sites.
- 2.5. If a commenter violates our Social Media Administrative Regulation, hide but do not delete the comment. Report it to publicaffairs@springfield-or.gov
- 2.6. Only City staff authorized to post on City sites may do so. Volunteers, including commissions or committee groups, will not be authorized to post on behalf of the City. Commissions and committee groups will not be authorized to develop social media sites as they serve at the direction of/advisory to the City and City Council.
- 2.7. City of Springfield approved social media sites must display the City of Springfield logo or a department logo that has been approved by CMO.

3. Comment Policy

- 3.1. City approved social media sites must display the following:
 - 3.1.1. Comments should relate to City matters and to the topics being discussed in the original post and not contain spam, advertising or solicitations, advocate illegal activity or violence, products or political organization, infringe on copyrights, trademarks or intellectual property rights of others.
 - 3.1.2. Comments should be family friendly and not contain abusive or vulgar language, sexual explicit subject matter, hate speech, derogatory terms of offensive content.
 - 3.1.3. Comments should not contain personal or defamatory remarks about a person's age, education, ethnicity, race, family status, gender, national origin, class, physical ability or qualities, religion, sexual orientation, thought processes or personality.
 - 3.1.4. A posted comment is the opinion of the poster only and does not imply endorsement or agreement by the City of Springfield, its elected officials or employees.
 - 3.1.5. Comments should not endorse candidates or political stance on current ballot measures.

- 3.1.6. Comments are not considered formal public comment in relation to land use or other matter that is under formal City review but they may be shared with City Council and employees for general consideration.
- 3.1.7. The City reserves the right to determine which comments are unacceptable for its page and fans that repeatedly violate the comment policy may be prohibited.
- 3.1.8. The City reserves the right, but does not assume the obligation, to hide posted comments that are inconsistent with the comment policy.
- 3.1.9. Submission of a comment constitutes acceptance of this policy, which may be revised at any time.
- 3.1.10. This site is monitored by City staff and therefore not monitored on a 24-hour basis. Comments, posts, and questions will be responded to in a timely fashion.

4. Social Media Guidelines

4.1. Guiding Principles

- Respect your audience(s)
- Be authentic
- Make sure it's meaningful
- Stay in your lane. Not your event or effort? Suggest it to publicaffairs@springfield-or.gov
- Responsiveness matters. Respond within 24-hours (or earlier!) during business hours
- If you make a mistake, admit and correct it

4.2. Content in General

- Should be City of Springfield-related and of community interest
- Must be relevant/crafted to the social media platform used
- Our voice is straightforward, helpful, and friendly. We encourage the use of personal pronouns (we, our, you, your)
- Include an image(s) (photo, video, etc.); and City website when possible
- Focus on a single topic
- Tag TEAM Springfield partners when appropriate

5. Social Media Retention

- 5.1. Social media records will be retained pursuant to Oregon Public Records law.

6. Social Media Records Request

- 6.1. Public records requests related to social media should be submitted to the City Recorder pursuant to Administrative Regulation 01-01.04.

7. Personal Use

- 7.1. A separate Administrative regulation sets out the standards when a City employee uses social media in a private capacity.

Definitions

1. “*Social Media*” refers to various forms of mass communication consisting of user-created content, audio and video published in a shared online environment, such as over the Internet or through mobile telephone networks (i.e. using personal cell phone, smart phones, iPads, tablets, network computers and any other device that connects to the Internet).

The differing forms of social media generally have the common characteristic of allowing for personal participation and feedback in a very fast and informal way. Social media is also typically open to vast multitudes of people to observe, copy and use, with few, if any, access restrictions.

2. “*Public Record*” as defined in ORS 192.005 means any information that is prepared, owned, used or retained by City of Springfield; relates to an activity, transaction or function of City of Springfield; and is necessary to satisfy the fiscal, legal, administrative or historical policies, requirements or needs of City of Springfield.

The following provisions apply to the definition of Public Record:

- Public records may exist in any format, including in paper form or in electronic form (including e-mail).
- Extra copies of a record, preserved only for convenience of reference, are not public records.

Resources:

1. Social Media Terms of Use
2. [Records Requests Administrative Regulation 01-01.04](#)

CREATION (Original):

This administrative regulation is in effect as of the date of my signature. I authorize the Human Resource Director to modify the history and resources sections and header, footer, and numbering without my reauthorization. The administrative regulation remains in effect should these revisions occur.			
Approved By:	Gino Grimaldi, City Manager	Dates:	June 8, 2017
Author:	Niel Laudati, Legislative & Public Affairs Manager		
Responsible Party:	Public Affairs		
Replaces:	N/A		

PERIODIC REVIEW:

Reviewer:	Mary Bridget Smith, City Attorney	Date:	10/27/2021
Reviewer:		Date:	
Reviewer:		Date:	
Reviewer:		Date:	
Reviewer:		Date:	

REVISIONS:

Version #2:	Responsible Party:			
	Revised By:			
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